

**KINGSBOROUGH COMMUNITY COLLEGE**  
**The City University of New York**

**CURRICULUM TRANSMITTAL COVER PAGE**

Department: \_\_\_\_\_ Date: \_\_\_\_\_

Title Of Course/Degree/Concentration/Certificate: \_\_\_\_\_

**Change(s) Initiated: (Please check)**

- |                                                              |                                                                                        |
|--------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <input type="checkbox"/> Closing of Degree                   | <input type="checkbox"/> Change in Degree or Certificate                               |
| <input type="checkbox"/> Closing of Certificate              | <input type="checkbox"/> Change in Degree: Adding Concentration                        |
| <input type="checkbox"/> New Certificate Proposal            | <input type="checkbox"/> Change in Degree: Deleting Concentration                      |
| <input type="checkbox"/> New Degree Proposal                 | <input type="checkbox"/> Change in Prerequisite, Corequisite, and/or Pre-/Co-requisite |
| <input type="checkbox"/> New Course                          | <input type="checkbox"/> Change in Course Designation                                  |
| <input type="checkbox"/> New 82 Course (Pilot Course)        | <input type="checkbox"/> Change in Course Description                                  |
| <input type="checkbox"/> Deletion of Course(s)               | <input type="checkbox"/> Change in Course Title, Number, Credits and/or Hours          |
|                                                              | <input type="checkbox"/> Change in Academic Policy                                     |
|                                                              | <input type="checkbox"/> Pathways Submission:                                          |
|                                                              | <input type="checkbox"/> Life and Physical Science                                     |
|                                                              | <input type="checkbox"/> Math and Quantitative Reasoning                               |
|                                                              | <input type="checkbox"/> A. World Cultures and Global Issues                           |
|                                                              | <input type="checkbox"/> B. U.S. Experience in its Diversity                           |
|                                                              | <input type="checkbox"/> C. Creative Expression                                        |
|                                                              | <input type="checkbox"/> D. Individual and Society                                     |
|                                                              | <input type="checkbox"/> E. Scientific World                                           |
| <input type="checkbox"/> Change in Program Learning Outcomes |                                                                                        |
| <input type="checkbox"/> Other (please describe): _____      |                                                                                        |

**PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES**

**DEPARTMENTAL ACTION**

Action by Department and/or Departmental Committee, if required:

Date Approved: 5 Sep 25 Signature, Committee Chairperson: M. D'Alessandro, Ph.D.

If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved: \_\_\_\_\_ Signature, Department Chairperson: \_\_\_\_\_

Date Approved: \_\_\_\_\_ Signature, Department Chairperson: \_\_\_\_\_

Date Approved: \_\_\_\_\_ Signature, Department Chairperson: \_\_\_\_\_

Date Approved: \_\_\_\_\_ Signature, Department Chairperson: \_\_\_\_\_

Date Approved: \_\_\_\_\_ Signature, Department Chairperson: \_\_\_\_\_

I have reviewed the attached material/proposal

Signature, Department Chairperson: M. D'Alessandro, Ph.D.



## **New Course Proposal Form**

1. Complete the requested course information in the table below. Indicate “**NONE**” where applicable.

\*For Assignment of New Course Number, contact **Academic Scheduling**.

|                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                        |                                 |                                 |                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|---------------------------------|---------------------------------|
| <b>Department:</b>                                                                                                                                                                                              | Tourism and Hospitality                                                                                                                                                                                                                                                                                                                                                |                                 |                                 |                                 |
| <b>Course Designation/Prefix:</b>                                                                                                                                                                               | TAH                                                                                                                                                                                                                                                                                                                                                                    |                                 |                                 |                                 |
| <b>*Course Number:</b>                                                                                                                                                                                          | 4800                                                                                                                                                                                                                                                                                                                                                                   |                                 |                                 |                                 |
| <b>Course Title:</b>                                                                                                                                                                                            | Introduction to Event Planning                                                                                                                                                                                                                                                                                                                                         |                                 |                                 |                                 |
| <b>Course Description:</b><br>(Description should include language similar to Course Learning Outcomes)                                                                                                         | This course introduces students to the foundational principles and practices of event planning within the tourism and hospitality industry. The course covers the complete event lifecycle, from initial concept development to post-event evaluation. Students will learn about key planning elements, including budgeting, site selection, marketing, and logistics. |                                 |                                 |                                 |
| <b>Prerequisite(s):</b>                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                        |                                 |                                 |                                 |
| <b>Corequisite(s):</b>                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                        |                                 |                                 |                                 |
| <b>Pre-/Co-requisite(s):</b>                                                                                                                                                                                    | TAH 100                                                                                                                                                                                                                                                                                                                                                                |                                 |                                 |                                 |
| <b>Indicate if:</b><br>- <b>Open ONLY to Select Student Population(s)</b><br><b>OR</b><br>- <b>Specific Student Population(s) are RESTRICTED from enrollment in the course</b><br><br><b>Specify Population</b> |                                                                                                                                                                                                                                                                                                                                                                        |                                 |                                 |                                 |
| <b>Frequency course is to be offered (Select All that Apply)</b>                                                                                                                                                | X Fall                                                                                                                                                                                                                                                                                                                                                                 | <input type="checkbox"/> Winter | <input type="checkbox"/> Spring | <input type="checkbox"/> Summer |
| <b>Suggested Class Limit:</b>                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                        |                                 |                                 |                                 |
| <b>Indicate if a special space, such as a lab, and/or special equipment will be required:</b>                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                        |                                 |                                 |                                 |
| <b>Faculty Information:</b>                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                        |                                 |                                 |                                 |
| <b>Are there currently faculty within the Department available to teach this course?</b>                                                                                                                        | <input checked="" type="checkbox"/> Yes*      No*                                                                                                                                                                                                                                                                                                                      |                                 |                                 |                                 |
| <b>Does this course require the faculty member to have a specific credential?</b>                                                                                                                               | <input type="checkbox"/> Yes*      X No                                                                                                                                                                                                                                                                                                                                |                                 |                                 |                                 |
| <b>*If yes, please provide a Staffing Plan (see #13)</b>                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                        |                                 |                                 |                                 |

|                                                                                        |                                                                     |
|----------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| <b>Does this course provide an imbedded Microcredential or Industry Certification?</b> | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No |
| <b>If yes, please include relevant information</b>                                     |                                                                     |

2. Credits and Hours based on MSCHE Guidelines for *College Credits Assigned for Instructional Hours* - \*Hours are based on hours per week in a typical 12-week semester (Please check **ONE** box based on credits):

|                                                                                                                                                                               |                                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1-credit:                                                                                                                                                                     | <input type="checkbox"/> 1 hour lecture<br><input type="checkbox"/> 2 hours lab/field/gym                                                                                                                                                                                          |
| 2-credits:                                                                                                                                                                    | <input type="checkbox"/> 2 hours lecture<br><input type="checkbox"/> 1 hour lecture, 2 hours lab/field<br><input type="checkbox"/> 4 hours lab/field                                                                                                                               |
| 3-credits:                                                                                                                                                                    | <input checked="" type="checkbox"/> 3 hours lecture<br><input type="checkbox"/> 2 hours lecture, 2 hours lab/field<br><input type="checkbox"/> 1 hour lecture, 4 hours lab/field<br><input type="checkbox"/> 6 hours lab/field                                                     |
| 4-credits:                                                                                                                                                                    | <input type="checkbox"/> 4 hours lecture<br><input type="checkbox"/> 3 hours lecture, 2 hours lab/field<br><input type="checkbox"/> 2 hours lecture, 4 hours lab/field<br><input type="checkbox"/> 1 hour lecture, 6 hours lab/field<br><input type="checkbox"/> 8 hours lab/field |
| More than 4-credits: <input type="checkbox"/> Number of credits: ____ (explain mix lecture/lab below)<br><br>____ Lecture                      ____ Lab<br>Explanation: _____ |                                                                                                                                                                                                                                                                                    |

3. **Where** does this course fit? Select from the following:

|                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Degree Program(s)/Certificate(s)* | <b>List Degree Program(s)/Certificate(s):</b><br>1. AAS Tourism and Hospitality - Event Planning Concentration<br>2.                                                                                                                                                                                                                                                                                                                                                                          |
| <input type="checkbox"/> General Education/Pathways                   | <b>Select ONE of the following:</b><br><input type="checkbox"/> Life and Physical Science (LPS)<br><input type="checkbox"/> Math and Quantitative Reasoning (MQR)<br><input type="checkbox"/> World Cultures and Global Issues (Group A)<br><input type="checkbox"/> U.S. Experience in its Diversity (Group B)<br><input type="checkbox"/> Creative Expression (Group C)<br><input type="checkbox"/> Individual and Society (Group D)<br><input type="checkbox"/> Scientific World (Group E) |

|                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> <b>82XX</b> Pilot/Experimental Course | <p><b>If proposed as a “real” course, where will this course fit?</b><br/>Select from the following:</p> <p><b>List Degree Program(s)/Certificate(s):</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> </ol> <p><b>Select ONE of the following:</b></p> <p><input type="checkbox"/> Life and Physical Science (LPS)</p> <p><input type="checkbox"/> Math and Quantitative Reasoning (MQR)</p> <p><input type="checkbox"/> World Cultures and Global Issues (Group A)</p> <p><input type="checkbox"/> U.S. Experience in its Diversity (Group B)</p> <p><input type="checkbox"/> Creative Expression (Group C)</p> <p><input type="checkbox"/> Individual and Society (Group D)</p> <p><input type="checkbox"/> Scientific World (Group E)</p> |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**\*If Degree Program/Certificate is Selected:**

- Include an updated **Curricular** Map (Program Learning Outcomes) for each Degree Program/Certificate listed above.
- Include an updated Degree Map (semester-by-semester course sequence) for each Degree Program/Certificate listed above. For Degree Map template, contact Amanda Kalin, ext. 4611, [Amanda.Kalin@kbcc.cuny.edu](mailto:Amanda.Kalin@kbcc.cuny.edu)

The Following NYSED Guidelines must be adhered to for **ALL** Degree Programs:

45 credits of Liberal Arts (General Education) course work for an Associate of Arts Degree (AA)  
 30 credits of Liberal Arts (General Education) course work for an Associate of Science Degree (AS)  
 20 credits of Liberal Arts (General Education) course work for an Applied Associate of Science (AAS)

**Additional Separate Submissions Required:**

1. Curriculum Transmittal Cover Page indicating a “Change in Degree or Certificate”
2. Memo with rationale for inclusion of the course within the curriculum
3. “Current” Degree with all proposed deletions (strikeouts) and additions (bolded) clearly indicated
4. “Proposed” Degree, which displays the degree as it will appear in the *College Catalog*

For a copy of the most up-to-date Degree/Certificate requirements contact Amanda Kalin, ext. 4611, [Amanda.Kalin@kbcc.cuny.edu](mailto:Amanda.Kalin@kbcc.cuny.edu)

**If General Education/Pathways is Selected:**

- [Please refer to NYSED Guidelines for courses that are considered Liberal Arts \(General Education\).](#)
- Pilot/Experimental/82XX courses CANNOT be submitted for Pathways until they are submitted as a “real” course.

**Additional Separate Submissions Required:**

1. Curriculum Transmittal Cover Page indicating BOTH “New Course” and “Pathways”
2. CUNY Common Core Pathways Submission Form

4. **List the Course Learning Outcomes:** – Course Learning Outcomes are measureable/demonstrable, containing “**action verbs**” (Blooms Taxonomy). If proposed to PATHWAYS, the Course Learning Outcomes should *significantly* align with the Pathways Learning Outcomes (refer to the Pathways Common Core Submission Form for Pathways Learning Outcomes). If proposed for a Degree program, the course should align with the Program Learning Outcomes (PLOs). **REMINDER** – Course Learning Outcomes are consistent for **ALL sections** of the same course and **MUST** be included on the syllabus.

| <b>Course Learning Outcomes</b>                                                                                      |
|----------------------------------------------------------------------------------------------------------------------|
| 1. Describe the various types of events within the tourism and hospitality sector                                    |
| 2. Explain the five phases of the event management process: research, design, planning, coordination, and evaluation |
| 3. Develop a basic event budget and timeline for a given scenario                                                    |
| 4. Identify the key logistical components of an event, including site selection, vendor management, and marketing    |
| 5. Analyze the importance of risk management and post-event evaluation in measuring success                          |

5. **Assessment of Course Learning Outcomes:** The Course Learning Outcomes are measurable/demonstrable through the below listed sample assignments/activities. Include percentage breakdown for grading. **REMINDER** - Assessment of Course Learning Outcomes are based on a **Common Syllabus** – to allow for any qualified instructor to teach the course.

| <b>Course Learning Outcome</b> | <b>Percentage of Grade</b> | <b>Measurement of Learning Outcome (Artifact/Assignment/Activity)</b> |
|--------------------------------|----------------------------|-----------------------------------------------------------------------|
| 1. Assignments                 | 60%                        | Assignment and Activities                                             |
| 2. Midterm                     | 20%                        | Test                                                                  |
| 3. Final                       | 20%                        | Test                                                                  |

6. **Who** is expected to enroll in this course? Please provide details for the student population(s), degree program(s)/certificate(s), and applicable concentration(s), this course is expected to address.

Tourism and Hospitality majors are expected to enroll in the course. The course will be included as part of the Event Management Concentration

7. Explain **why** this course is a necessary addition to the curriculum. **REMINDER** – Explain the course’s role within the selected Pathways Group or Degree program – How does this course meet the Program Learning Outcomes (PLOs)? Was the course a recommendation from a recent Academic Program Review (APR), Advisory Board, Accrediting Body, etc.? How might this course help students upon transfer to a baccalaureate program or transition into a career/workforce after KCC?

The current Tourism and Hospitality curriculum provides students with a strong foundation in ongoing industry operations, but a gap exists in preparing them for the dynamic, project-based nature of the events sector. While students learn about hotels, tourism, and food and beverages, they are not taught about planning and executing events. The proposed Introduction to Event Planning course is designed to immerse students in the practical skills of event conception, budgeting, logistics, and risk management of the event sector. This course will serve as a foundation for the Tourism and Hospitality Event Planning Concentration, allowing students to apply their knowledge from their Tourism and Hospitality courses within the specialized context of an event project.

This course is necessary as it directly supports key Program Learning Outcomes (PLOs). Additionally, the creation of this course is a direct response to a recommendation from the most recent Academic Program Review (APR). The APR and feedback from our Industry Advisory Board highlighted a growing demand for graduates with specialized event management skills. Adding this course will not only address an identified curriculum gap but will also significantly enhance our students' marketability for diverse careers within the corporate, social, and MICE (Meetings, Incentives, Conferences, and Exhibitions) sectors.

8. **Transfer** – Provide a general explanation of the transferability of this course. Address all of the following in your explanation:
- Will this course meet a specific **degree requirement** in the equivalent baccalaureate program? Include the institution, degree program, and course equivalency.
  - Will this course serve as the equivalent of a freshman/sophomore course (100/200 level)?
  - Do we currently have an Articulation Agreement established (see current [Articulation Agreements](#)) with the transfer institution for the equivalent degree program? If you have a tentative Articulation Agreement/Communication with Chair at the transfer institution, please include.

With an AAS degree in Tourism and Hospitality, many students in the program graduate and enter the industry to start their careers. Event skills are important as this is a growing field within the industry. The new Event Planning course provides this critical training, giving our students a distinct advantage in the job market. Furthermore, the specialized techniques and strategies they master can serve as a foundation for career advancement and leadership opportunities within the industry.

For students who want to continue their studies locally, the course can be transferable within CUNY and possibly outside CUNY. Although there is no direct Tourism and Hospitality Event Planning course at the Bachelor's level within CUNY, the course can be comparable to other courses being offered at other colleges:

New York City College of Technology - B.S. in Entertainment Technology - ENT 4440 - Live Event Management

NYU - B.S. in Hospitality, Travel & Tourism Management - TCHT1-UC 3600 - Conferences and Business Events

St. Joseph's University, New York - B.S. in Hospitality & Tourism Management - HTM 320 - Conference and Event Planning Management

Long Island University - B.S. in Hospitality Management - Event planning is a core segment.

9. Will adding the course potentially **conflict** with other courses – in content or subject matter – offered in either your Department or in *another* Department? If it will, please explain **how** and indicate **why** the course is still necessary.

N/A

10. Proposed textbook(s) and/or other required instructional material(s), including open educational resources (OER)– Please include any supplemental/recommended materials/texts to allow for **any** qualified instructor to teach the course:

The course uses Open Educational Resources. All required readings, and additional material will be provided by the instructor. Some suggested materials are:

- Dictionary of Event Studies, Event Management and Event Tourism
- Event Communication: Theory and Methods for Event Management and Tourism (1st ed.)
- Knowledge Management in Event Organisations [*sic*]: Theory and Methods for Event Management and Tourism
- Event Leadership: Theory and Methods for Event Management and Tourism
- Event Impact Assessment: Theory and Methods for Event Management and Tourism, and Cases for Event Management and Event Tourism.

11. **Attach a Common Syllabus** that includes the Topical Course Outline for the 12-week semester. This should be **specific** and **explicit** regarding the topics covered and should contain the detailed sample assignments/activities being used to measure the Course Learning Outcomes. **REMINDER** – be mindful to focus on the Course Learning Outcomes, Course Content, and Assessment.

12. Selected Bibliography and Source materials:

**OER Textbook/Free Online Books in Kingsborough Library:**

- Dictionary of Event Studies, Event Management and Event Tourism, Goodfellow Publishers, Limited, 2021. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=6463517>.
- Mazza, B. (2024). Event Communication: Theory and Methods for Event Management and Tourism (1st ed.). Goodfellow Publishers, Limited. <https://doi.org/10.23912/9781915097538-5667>
- Staedler, Raphaela. Knowledge Management in Event Organisations [*sic*]: Theory and Methods for Event Management and Tourism, Goodfellow Publishers, Limited, 2021. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=6479924>.
- Abson, Emma. Event Leadership: Theory and Methods for Event Management and Tourism, Goodfellow Publishers, Limited, 2021. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=6571541>.

- Getz, Donald. Event Impact Assessment: Theory and Methods for Event Management and Tourism, Goodfellow Publishers, Limited, 2018. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=5611387>.
- Cases for Event Management and Event Tourism, edited by Donald Getz and Vassilios Ziakas, Goodfellow Publishers, Limited, 2023. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=30495193>.

13. **Staffing Plan** – please provide a staffing plan if there are currently **no faculty** within the Department available to teach this course or who do not have the required credential to teach this course.

The current TAH faculty can teach this course.

## **TAH 4800 – Introduction to Event Planning Syllabus [Semester] Sample**

**TITLE:**                   **TAH 4800 – Introduction to Event Planning**  
Pre-/ Co-requisite: TAH 100  
Hybrid Course  
Face-to-Face: (Dates and Times)  
Online (Asynchronous)

**INSTRUCTOR:**       Name  
                          Email  
                          Office:  
                          Telephone:  
                          Office Hours:

If you need to meet at a time other than the posted office hours, please email me to schedule an appointment.

### **Textbook Information**

The course uses Open Educational Resources. All required readings, and additional material will be provided by the instructor. Please see “Instructor Resources” for materials that can be used within the course.

### **Course Description**

This course introduces students to the foundational principles and practices of event planning within the tourism and hospitality industry. The course covers the complete event lifecycle, from initial concept development to post-event evaluation. Students will learn about key planning elements, including budgeting, site selection, marketing, and logistics.

3 Credits, 3 hours

### **Course Learning Objectives**

Upon completion of the course, students will be able to:

- Describe the various types of events within the tourism and hospitality sector
- Explain the five phases of the event management process: research, design, planning, coordination, and evaluation
- Develop a basic event budget and timeline for a given scenario
- Identify the key logistical components of an event, including site selection, vendor management, and marketing
- Analyze the importance of risk management and post-event evaluation in measuring success

## **Course Organization**

This Introduction to Event Planning is offered as a hybrid course. We will meet face-to-face on (Date, time, and location). The rest of the course will take place online in Brightspace and will be asynchronous. Assignments, projects, and additional course information will be posted to Brightspace. Students will be required to use Brightspace to participate in this course. Any changes will be announced through a Brightspace announcement. Students are expected to check Brightspace, especially the Announcements section, frequently.

## **Due Dates**

This course is divided into 12 weeks, and finals week (see Course Outline below), each having a start date and an end date. Material for each unit will be available on Brightspace at 12:01 a.m. on the hybrid date of the unit. All tasks for a unit must be completed and submitted by the due date (11:59 p.m.). Please note that the CUNY Brightspace clock is set to U.S. Eastern Standard time. All times referred to in this course will be marked by the Brightspace clock and will, therefore, be U.S. Eastern Standard Time. “Receipt” of work will be defined as CUNY’s Brightspace system “timestamp” or, if email submission is indicated, the professor’s email “timestamp.” If you are not on the East Coast of the U.S., beware that both time stamps reflect Eastern Standard Time.

## **Late/Missed Work Policy:**

All assignments will be due by the listed due date. If you have a situation that will impact your ability to complete your assignment, you must inform me prior to the due date and we can attempt to find an alternative solution. From time to time, we all have unexpected circumstances; however, I ask that you do not abuse this privilege. I try to be as fair as possible since life often takes unexpected turns that prevent us from timely accomplishments. We just don’t want this to become a habit.

Missed work, which is any work not submitted by its deadline without having made arrangements for an extension prior to the due date, will result in a zero grade for that task.

## **Grading Criteria:**

|                        |     |
|------------------------|-----|
| Assignments/Activities | 60% |
| Midterm                | 20% |
| Final                  | 20% |

## **Important Information**

- **Academic Integrity (“Plagiarism”):** The following is an excerpt from the KCC Academic Integrity Policy, "To reach academic success, one needs to uphold the 5 core values of honesty, trust, fairness, respect and responsibility. Failure to do so may result in charges of academic dishonesty. Academic dishonesty is prohibited by CUNY and Kingsborough Community College and is punishable by penalties, including failing grades, suspension, and expulsion. Examples of academic dishonesty include, but are not limited to, cheating, plagiarism, internet plagiarism, obtaining unfair advantages, and falsification of records."
  - KCC's Academic Integrity Policy:  
[https://www.kbcc.cuny.edu/studentaffairs/student\\_conduct/academic\\_integrity.html](https://www.kbcc.cuny.edu/studentaffairs/student_conduct/academic_integrity.html)
  - CUNY's Academic Integrity Policy:  
<http://www.cuny.edu/about/administration/offices/legal-affairs/policies-resources/academic-integrity-policy/>
  - As a CUNY and Kingsborough Community College student, you are responsible for knowing and adhering to this policy. If the policy is unclear to you, speak to a professor or academic counselor. To avoid inadvertent plagiarism, make sure that you always cite the source where you found your material.
- **Student Services:** If you experience difficulty in a course for any reason, please don't hesitate to consult with me. In addition to the resources of the academic departments, a wide range of services is available to support you in your efforts to meet course requirements and succeed in college. A few essential offices are
  - Counseling Resource Center, D102, (718) 368-5975;
  - Access-Ability Services, D205, (718) 368-5175;
  - Reading and Writing Center, L219, (718) 368-5405.
- **Civility in the Classroom:** Kingsborough Community College is committed to the highest standards of academic and ethical integrity, acknowledging that respect for self and others is the foundation of educational excellence. Civility in the classroom and respect for the opinions of others is essential in an academic environment. It is likely you may not agree with everything which is said or discussed in the classroom, yet courteous behavior and responses are expected. Therefore, in this classroom, any acts of harassment and/or discrimination based on matters of race, gender, sexual orientation, religion, and/or ability are not acceptable. Whether we are students, faculty, or staff, we have a right to be in a safe environment, free of disturbance, and civil in all aspects of human relations.
- **Changes to the Syllabus:** I reserve the right to alter the course syllabus at any time. An official announcement will be posted on the announcements section on Blackboard when the syllabus has been changed.

**TAH 4800 – Introduction to Event Planning\***

**Topics to be covered (The topics/schedules are subject to change based on the needs of the class)**

**\*This Topical Outline includes a spring break for the instructor to be able to shift around topics based on winter and spring break.**

|                   |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Week<br/>1</b> | <b>Date</b> | <ul style="list-style-type: none"><li>• Introduction to the Event Industry<ul style="list-style-type: none"><li>○ Defining events, types of events (corporate, social, non-profit), and industry scope</li></ul></li><li>• Assignment<ul style="list-style-type: none"><li>○ Written assignment requires students to conduct an analysis of the three primary sectors within the event industry: corporate, social, and non-profit. Students will select one real-world event example for each category and examine its core strategic drivers, including its primary goal, key stakeholders, and the specific metrics used to measure success (graded).</li></ul></li></ul> |
| <b>Week<br/>2</b> | <b>Date</b> | <ul style="list-style-type: none"><li>• The Role of the Event Planner<ul style="list-style-type: none"><li>○ Core responsibilities, essential skills, and career paths</li></ul></li><li>• Assignment<ul style="list-style-type: none"><li>○ Students will write a 1-page reflection on the essential skills required for an event planner. They must identify three skills they believe are most critical, explain why, and assess their own current proficiency in those areas (graded).</li></ul></li></ul>                                                                                                                                                               |
| <b>Week<br/>3</b> | <b>Date</b> | <ul style="list-style-type: none"><li>• Event Conception &amp; Research<ul style="list-style-type: none"><li>○ Establishing goals and objectives, needs analysis, and feasibility studies</li></ul></li><li>• Assignment<ul style="list-style-type: none"><li>○ Students will develop a concept for a fictional event. They must submit a 1-2 page proposal detailing the event name, type, target audience, and three specific, measurable goals or objectives (SMART goals) (graded).</li></ul></li></ul>                                                                                                                                                                  |
| <b>Week<br/>4</b> | <b>Date</b> | <ul style="list-style-type: none"><li>• Event Design &amp; Theme<ul style="list-style-type: none"><li>○ Creating the event atmosphere, program design, entertainment, and décor</li></ul></li><li>• Assignment<ul style="list-style-type: none"><li>○ Using a free online tool (like Canva), students will create a visual "mood board" for the event they</li></ul></li></ul>                                                                                                                                                                                                                                                                                               |

|                |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                |             | <p>proposed in Week 3. The students will write short paragraphs explaining how their design choices (colors, imagery, decor) will create the desired atmosphere (graded).</p>                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Week 5</b>  | <b>Date</b> | <ul style="list-style-type: none"> <li>• Project Management: Timelines <ul style="list-style-type: none"> <li>○ Creating a master timeline, work breakdown structure, and setting milestones</li> </ul> </li> <li>• Assignment <ul style="list-style-type: none"> <li>○ Students will create a detailed master timeline for their event. The timeline should start from the beginning of the planning process and extend one week past the event date, including key milestones and tasks. This assignment can be submitted as a project (graded).</li> </ul> </li> </ul>               |
| <b>Week 6</b>  | <b>Date</b> | <ul style="list-style-type: none"> <li>• Budgeting &amp; Financial Management <ul style="list-style-type: none"> <li>○ Creating a budget, identifying revenue sources and expenses, and tracking costs</li> </ul> </li> <li>• Assignment <ul style="list-style-type: none"> <li>○ Students will create a comprehensive draft budget for their event. They must research and list at least 10 realistic expense line items and at least two potential revenue sources (graded).</li> </ul> </li> </ul>                                                                                   |
| <b>Week 7</b>  | <b>Date</b> | <ul style="list-style-type: none"> <li>• Midterm Exam <ul style="list-style-type: none"> <li>○ Multiple choice exam</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Week 8</b>  | <b>Date</b> | <ul style="list-style-type: none"> <li>• Spring Break/Thanksgiving Break (depending on the semester)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Week 9</b>  | <b>Date</b> | <ul style="list-style-type: none"> <li>• Venue Selection &amp; Site Management <ul style="list-style-type: none"> <li>○ Researching venues, requests for proposals (RFPs), site inspections, and contracts</li> </ul> </li> <li>• Assignment <ul style="list-style-type: none"> <li>○ Students will research three real-world venues that would be appropriate for their semester project event. They will submit a 1-page brief that compares the three venues based on capacity, cost, and amenities, and recommends one, with a clear justification (graded).</li> </ul> </li> </ul> |
| <b>Week 10</b> | <b>Date</b> | <ul style="list-style-type: none"> <li>• Vendor Management &amp; Logistics <ul style="list-style-type: none"> <li>○ Sourcing and managing vendors (catering, A/V, transport), and logistics planning</li> </ul> </li> <li>• Assignment</li> </ul>                                                                                                                                                                                                                                                                                                                                       |

|                   |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   |             | <ul style="list-style-type: none"> <li>○ Students create a vendor sourcing and logistics plan for their ongoing semester event. Students will identify two vendor categories, such as catering or audiovisual, and research a real-world local vendor for each. The core of the assignment is to develop a form listing questions, demonstrating an ability to vet partners and anticipate logistical needs. Finally, students will write a brief summary outlining the day-of logistical coordination required between the vendors and the venue (graded).</li> </ul> |
| <b>Week 11</b>    | <b>Date</b> | <ul style="list-style-type: none"> <li>• Event Marketing &amp; Promotion <ul style="list-style-type: none"> <li>○ Identifying the target audience, creating a marketing plan, and using social media</li> </ul> </li> <li>• Assignment <ul style="list-style-type: none"> <li>○ Students will write a 2-page marketing and promotion plan for their event. The plan must identify the target audience, describe two marketing channels they will use, and include a sample promotional social media post (graded).</li> </ul> </li> </ul>                              |
| <b>Week 12</b>    | <b>Date</b> | <ul style="list-style-type: none"> <li>• Risk Management &amp; Evaluation <ul style="list-style-type: none"> <li>○ Identifying potential risks, contingency planning, post-event surveys, and ROI</li> </ul> </li> <li>• Assignment <ul style="list-style-type: none"> <li>○ Students will identify three potential risks for their event (e.g., inclement weather, low ticket sales, technical failure). They will create a risk management matrix that lists each risk, its potential impact, and a specific contingency plan (graded).</li> </ul> </li> </ul>       |
| <b>Final Week</b> | <b>Date</b> | <ul style="list-style-type: none"> <li>• Final Exam <ul style="list-style-type: none"> <li>○ Multiple choice exam</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                               |

### **Instructor Resources:**

#### **OER Textbook/Free Online Books in Kingsborough Library:**

- Dictionary of Event Studies, Event Management and Event Tourism, Goodfellow Publishers, Limited, 2021. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=6463517>.

- Mazza, B. (2024). Event Communication: Theory and Methods for Event Management and Tourism (1st ed.). Goodfellow Publishers, Limited.  
<https://doi.org/10.23912/9781915097538-5667>
- Staedler, Raphaela. Knowledge Management in Event Organisations [*sic*]: Theory and Methods for Event Management and Tourism, Goodfellow Publishers, Limited, 2021. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=6479924>. Abson, E. (2021). Introduction to the Events Management Theory and Methods Series. In Event Leadership. Goodfellow Publishers, Limited.
- Abson, Emma. Event Leadership: Theory and Methods for Event Management and Tourism, Goodfellow Publishers, Limited, 2021. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=6571541>.
- Getz, Donald. Event Impact Assessment: Theory and Methods for Event Management and Tourism, Goodfellow Publishers, Limited, 2018. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=5611387>.
- Cases for Event Management and Event Tourism, edited by Donald Getz, and Vassilios Ziakas, Goodfellow Publishers, Limited, 2023. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=30495193>.

### **Additional information about Assignments, Midterm and Final**

- Assignments can range from professional proposals (2-3 pages with cited sources), responses representing scenarios within the field 500 words minimum, or applying theory to real-world scenarios (1 page with cited sources).
- The Midterm can be a multiple-choice exam or a detailed scenario. Students would be given a short case study of a poorly planned event. They would write a 2-3 page analysis identifying the failures in the research, design, and planning phases and recommend specific improvements.
- The Final exam can be multiple choice, or students will compile their semester-long project assignments (Concept Proposal, Timeline, Budget, Marketing Plan, Risk Matrix) into a single portfolio. They will also write a 2-page executive summary that explains how the components work together to create a cohesive and successful event plan..